

### ***Determinants of Quality Service***

- ***Reliability*** involves consistency of performance and dependability. The institution performs the service right the first time.
- ***Responsiveness*** concerns the willingness and readiness of employees to provide service.
- ***Competence*** means possession of the required skills and knowledge to perform the service.
- ***Access*** involves approachability and ease of contact. It means providing efficient services in an accessible way.
- ***Courtesy*** involves politeness, respect, consideration, and friendliness of contact personnel (i.e. receptionists, clerks, telephone operators, etc.).
- ***Credibility*** involves trustworthiness, believability, and honesty. It involves having the student's best interest at heart.
- ***Understanding / knowing the student*** involves making the effort to understand the student's needs. It involves learning the students' specific requirements and providing institutional attention.